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CONSUMER TIME

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Produced by Consumers' Counsel Division of the Department of Agriculture,
and presented in cooperation with Defense and non-Defense agencies
of the United States Government working for consumers.

oooOooo

1. ANNOUNCER: This is CONSUMER TIME.

2. SOUND: CASH REGISTER - CLOSE DRAWER

3. NANCY: That's your money buying food.

4. SOUND: CASH REGISTER

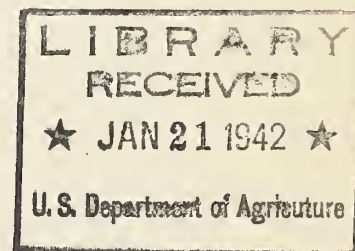
5. GUNNAR: That's your money paying for a home.

6. SOUND: CASH REGISTER

7. NANCY: That's your money buying clothes and the thousands of
other things you need.

8. GUNNAR: That's you . . paying for these things . . money out
of your pockets.

9. SOUND: CASH REGISTER - CLOSE DRAWER



10. ANNOUNCER: CONSUMER TIME today brings you facts that will make your pennies and dollars go farther and buy you more of the things you need. This program is produced by your Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with Defense and non-Defense agencies of the United States Government working for consumers.

And here's your Consumers' Counsel in person -
Donald Montgomery.

11. MONTGOMERY: Greetings, friends. I want to thank you for all the grand letters you've been writing in to me. I have another message for you later in the program, but right now I'll turn the microphone over to my two consumer reporters - Nancy Ordway ---

12. NANCY: Reporting on grade labels for canned goods.

13. MONTGOMERY: And Gunnar Jagdmann ---

14. GUNNAR: With facts that will help you save heat in cooking.

15. FREYMAN: That's good news to my ears.

16. ANNOUNCER: And that, of course, is the voice of our young inquiring consumer, Mrs. Evelyn Freyman.

17. FREYMAN: Butting in again.

18. GUNNAR: That's all right, Mrs. Freyman. If all the consumers in this country were as eager as you to get the facts ---

19. FREYMAN: Maybe they already have more facts than I do. Maybe they don't have so much trouble with their bills.

20. GUNNAR: What bill's bothering you this time?

21. FREYMAN: All of them. There's such a pile after Christmas. But there's one bill that comes in every month that I think you can help me with. The other evening, as my husband was going through the pile ---

(PAUSE)

22. SOUND: STACK OF BILLS.

23. DAVID: Bills - bills - bills! You must think I'm Santa Claus!

24. FREYMAN: Most of those, darling, are for presents that went to your relatives.

25. DAVID: Oh, yeah? Well, we'll see if they did. Here's one for --- Holy Cats - it's the gas bill!

26. FREYMAN: Hadn't you heard? Gas costs money.

27. David: I'll say it does! Five dollars and fifty cents worth!

28. FREYMAN: That does seem rather high ---

29. DAVID: High! It's preposterous! How you could ever use up ---

30. FREYMAN: Well, of course I had to light the oven every morning throughout December ---
31. DAVID: What! Why did ---
32. FREYMAN: Why, to warm up the kitchen.
33. DAVID: Well, what's the furnace for?
34. FREYMAN: Well, if you'd get up early enough to fix it ---
35. DAVID: If that's not just like a woman! Blaming it all on me --!
36. FREYMAN: And then there were all those batches of cookies I made ---
37. DAVID: Cookies! I didn't see any.
38. FREYMAN: They went to your Aunt Agatha - and your Cousin Elmer - and ---
39. DAVID: My relatives! My fault! Well, it's my money, too - and I won't have five dollars and fifty cents of it just burned up!

(PAUSE)

40. FREYMAN: (ON CUE) Of course, he was the one that was burned up, and I can't say I blame him. If you can tell me how to cut down the gas bills ---
41. GUNNAR: Well, you've certainly come to the right place, Mrs. Freyman. I can not only tell you, but show you.

42. FREYMAN: You mean - on this stove here? But that's an electric stove.
43. GUNNAR: The principle's the same - whatever kind of fuel you use. The thing is to save heat.
44. FREYMAN: I see. But how do I go about it?
45. GUNNAR: Well, suppose you just pretend you're cooking a dinner on that stove. Pick your pans, and tell me what you've got in them.
46. FREYMAN: All right. Do you like spareribs and sauerkraut?
47. GUNNAR: I sure do.
48. FREYMAN: Okay - then let's have those. I'd better get my oven lighted ---
49. SOUND: CLICK OF ELECTRIC STOVE SWITCH
50. GUNNAR: You got your spareribs about ready to pop in?
51. FREYMAN: Not quite.
52. GUNNAR: Well, it's a good idea to have your food ready when the oven reaches the right temperature. That's rule number one for saving heat in cooking.
53. FREYMAN: Rule one - have food ready when oven is ready. Okay - supposing the oven's ready -- here are my spareribs in this pan ---

54. SOUND: OVEN DOOR OPENS. ENAMELED PAN SLIDING INTO OVEN

55. GUNNAR: Aren't you going to put the sauerkraut in with them?

56. FREYMAN: My husband doesn't like kraut cooked in the pan with the spareribs. He says it makes it too greasy.

57. GUNNAR: Well, I disagree with him there. But if that's the way it is, I guess you'll have to use another pan ---

58. FREYMAN: All right - this one. I'll put it down below ---

59. SOUND: PAN INTO OVEN.

60. GUNNAR: Hey - hadn't you better slide it over to the other side of the oven? Stagger the pans - so the heat can circulate between them?

61. SOUND: PAN SLIDING ON OVEN RACK.

62. FREYMAN: Rule number two. Stagger the pans.

63. GUNNAR: Right. Now, how about potatoes?

64. FREYMAN: I thought I'd boil and mash them.

65. GUNNAR: It means using extra heat . . using the top of the stove.

66. FREYMAN: That's right. Guess I'd better bake them,

67. GUNNAR: Guess you'd better. Rule three says: When you have the oven heated, plan to do as many baking operations as possible.

68. FREYMAN: Okay - the potatoes are in.
69. GUNNAR: Then we'll close this door ---
70. SOUND: OVEN DOOR CLOSING.
71. GUNNAR: And we won't open it till we're pretty sure the food is cooked.
72. FREYMAN: Rule four: Don't waste heat by looking into the oven.
73. GUNNAR: That's right - unless you have to, for basting or something.
74. FREYMAN: And I don't suppose you'd advise me to use the oven to heat my kitchen, either.
75. GUNNAR: Not unless it's absolutely necessary.
76. FREYMAN: Rule five: Make David get up earlier to fix the furnace.
77. GUNNAR: (LAUGHING) Well, if you want to put it that way ---
78. FREYMAN: I do.
79. GUNNAR: And how about the rest of our dinner? Aren't you going to serve another vegetable?
80. FREYMAN: Yes, I think I'll cook some carrots in this saucepan ---
81. SOUND: SAUCEPAN SET ON STOVE.
82. GUNNAR: Isn't that pan rather small?
83. FREYMAN: Well, how many carrots do you think I'm giving you?

84. GUNNAR: (LAUGHING) That's not what I mean. The point is that that saucepan's too small to cover the burner - so you're wasting heat around the edges.
85. FREYMAN: I see. Rule six: Use pans that are about the same size as the heating unit.
86. GUNNAR: Right. Flat-bottomed pans.
87. FREYMAN: Well, how about this one? The bottom's so bright and clean, you can almost see your face in it.
88. GUNNAR: That's too clean.
89. FREYMAN: Too clean!
90. GUNNAR: Rule seven says: Don't scrub the bottoms of your pans until they shine. A dull surface will absorb more heat than a bright, shiny one.
91. FREYMAN: Well, I'll be - ! Well, in that case - here's a nice dull pan. Guess I'd better put some water in it ---
92. SOUND: WATER RUSHING INTO PAN.
93. GUNNAR: Hey - how much are you going to use?
94. FREYMAN: Just enough to cover the carrots.
95. GUNNAR: Uh-uh!

96. SOUND: WATER TURNED OFF. WATER BEING POURED INTO SINK.

97. FREYMAN: You're pouring it all out!

98. GUNNAR: Not quite all.

99. SOUND: WATER STOPS POURING.

100. GUNNAR: Here -- this ought to be enough to keep the carrots from sticking. That's rule number eight: cook all vegetables in the smallest possible amount of water. It saves vitamins and minerals, as well as heat energy.
101. FREYMAN: I see. And I suppose I ought to cover them -- to keep the steam in the pan.
102. SOUND: COVER PLACED ON TOP OF PAN.
103. GUNNAR: Maybe a smaller cover would be better -- one that fits on tight. Rule nine says: tightly fitted covers conserve heat.
104. SOUND: COVER FITTED ON TIGHT.
105. FREYMAN: There. Our dinner's cooking. Have I learned all the rules to save heat?
106. GUNNAR: No, there are still a few left. You'll find them all on the Consumer Tips card we're giving away this week.
107. FREYMAN: Say, I'd like a copy of that -- to keep on hand in my household file.
108. GUNNAR: Well, you write to Consumers' Counsel of Agriculture, Washington, D. C. We'll give you the address again later in the program -- after Nancy here has told you about grade labeling.
109. NANCY: (COMING ON MIKE) I wondered when I was to get my innings.

110. FREYMAN: Well, to tell the truth, Nancy, I already know about grade labeling for canned goods.

111. NANCY: You do?

112. FREYMAN: Just learned about it last week. You see, I was in the grocery store doing my shopping, when I happened to meet Mother Miles ---

113. SOUND: SOUNDS AND VOICES OF GROCERY STORE. CASH REGISTER, OFF.

114. MOTHER M: (FADING IN) Morning, Evelyn.

115. FREYMAN: Why, hello there, Mother Miles.

116. MOTHER M: You getting some canned tomatoes, too?

117. FREYMAN: Yes, we're having Spanish rice for dinner, and I usually add a can of tomatoes . . . Let's see - this eleven-cent can ought to be good.

118. MOTHER M: What makes you think so?

119. FREYMAN: Why, I don't know. This tomato on the label looks so good ---

120. MOTHER M: As if that's got anything to do with it! Here - let's see what else is on that label. Hmmm! Grade A.

121. FREYMAN: What does that mean?

122. MOTHER H: It means these are too fancy for what you want. Grade A canned tomatoes have extra good color and are especially well shaped. But nobody's going to worry about the looks of tomatoes in Spanish rice - so why pay extra for them?
123. FREYMAN: Well, then how about this can - for eight cents?
124. MOTHER H: Grade C. That's better.
125. FREYMAN: Grade C is really all right to eat?
126. MOTHER H: Of course it's all right. Grade C foods are just as wholesome as grades A and B foods.
127. FREYMAN: Then why do they divide them up by A-B-C?
128. MOTHER H: To help housewives like you and me pick the can that fits our purpose - and our pocketbook. For instance, if you were going to serve a party dinner and wanted some canned pears for a salad - you'd pick Grade A, 'cause you'd know they'd be uniform in size and tender and look nice.
129. FREYMAN: I wouldn't have picked them - if you hadn't told me. I never even noticed these A-B-C grades on cans before.
130. MOTHER H: Not many labels have grades, but if you want to be sure you're getting the grade you pay for you should always look for labels that say A, B, or C.

131. FREYMAN: Well, I'm mighty glad to know about it. This ought to save me a good deal of money - and disappointment too - to know what I'm getting inside the can.

132. SOUND: GROCERY STORE FADES OFF.

133. NANCY: (FADING IN) Well, if you've already learned that lesson, Mrs. Freyman - I don't have to tell you to look for A-B-C grade labels on canned goods.

134. FREYMAN: But I still have some questions, Nancy. For instance - how does a canner decide whether his product is Grade A, B, or C?

135. NANCY: Well, the requirements for those grades are established by the United States Department of Agriculture.

136. FREYMAN: And Grade A is always tops, huh?

137. NANCY: It's supposed to be - ace high in color, size, and ripeness. And it can only have a few if any, blemishes

138. FREYMAN: What about Grade B?

139. NANCY: Well, Grade B is still very high in quality. But maybe the color isn't quite so uniformly good as Grade A - or the fruit or vegetable isn't quite so meaty and tender. But the food value is just as good.

140. FREYMAN: And Grade C is even less tender.

141. NANCY: Not necessarily. It may be more tender - because it's often riper - a bit too ripe to pass as Grade A or B.
142. FREYMAN: But not too ripe to be wholesome and nutritious.
143. NANCY: Never. In fact, Grade C may be more nutritious - because it is ripe.
144. FREYMAN: Then I guess the real difference between A, B, and C is the price.
145. NANCY: And the appearance. To buy canned goods, first consider how you're going to use them. Next - decide whether looks, color, size and tenderness are worth extra money to you. Then pick your can according to grade.
146. FREYMAN: Well, I have another question, Nancy. I've noticed that some grade-labeled cans have the letters "U.S." before the A or B or C.
147. NANCY: Those cans - U.S. grade labeled - come from sanitary factories with Government inspection.
148. FREYMAN: Government inspected ---?
149. NANCY: Some factories hire experts from the Department of Agriculture's Marketing Service to watch every step of the canning.
150. FREYMAN: Then does that mean that cans marked "U.S. Grade A" - or B, or C - are better?

151. NANCY: Not necessarily. Grade A stands for the same quality, whether "U.S." is printed in front of the grade letter or not. And the same is true of Grades B and C.
152. FREYMAN: Then what does the "U.S." mean?
153. NANCY: The "U.S." means you can be absolutely sure that the food has been graded by Government inspectors and that they have watched over the food from the time it arrives at the factory till it leaves the canning plant.
154. FREYMAN: I see. Well, I guess that answers all my questions, Nancy.
155. NANCY: Then I'll turn the microphone back to ---
157. ANNOUNCER: Your Consumers' Counsel - Donald Montgomery!
158. MONTGOMERY: A few days ago I overheard a remark on the street car. A couple of men were talking about the Government's campaign to salvage paper and metals and rubber. One of the men said . . "Sounds to me like just plain old New England thrift."
- Now I don't know that New Englanders have a corner on thrift, but I do know that we in the United States have been pretty wasteful in the past. And right now we could use a little of this "New England thrift."

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We're fighting a war . . a war that requires every person in the country to do his or her share . . a war that requires the utmost use of every single resource material.

Your Government is asking you to save all kinds of materials that can be re-used . . paper, metal, rubber, rags. You've probably read about it in your newspapers.

If you're an ordinary person wanting to help . . just as I am . . you probably have some questions about just how to go about saving these materials.

Paper, for example. Newspapers should be kept separately and piled in a stack. When that stack is six feet high, you have enough to sell. Paper cartons and boxes should be flattened, tied in bundles and kept clean and dry.

Rags are important, too. Keep them separately, and in a bag or a box. There's danger of fire, if these rags are not kept carefully.

All kinds of old rubber articles can be salvaged . . . overshoes, water bottles, tires and so on.

And metals, too. Probably the one metal the housewife sees most of is tin cans. Government experts say that at present the whole process of reclaiming the tin or

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The steel in cans is so complicated and expensive, and demands special factories that it is not now practical to save tin cans.

The same goes for razor blades. In some sections of the country, though, cans and blades and license plates are being collected and used. If that is so where you live, you can find out from your local papers or dealers.

You might ask about glass bottles and jars. Are they worth salvaging? Once again our experts say there is no national campaign to collect glass, but that in some areas it is collected and used. If so, save it.

Now, what are you going to do with all this junk you are gathering together?

Right now State and local Salvage Committees are being set up . . to organize this campaign. Soon there will be such a committee in every Defense Council. In the meantime, your local waste dealer will be glad to collect these materials and pay you for them. They are advertising their prices in the papers, and you can pick the one who gives you the best prices. Incidentally, you can get a better price from the dealer if you take your material to him, instead of asking him to collect it.

(MORE)

Or if you want, you can donate your collection to some civic group or a collecting charity, who will benefit by the sale.

If you live in an apartment, make an arrangement with the janitor or the engineer to collect the papers and rags and metals. If you live in the country, get in touch with your Agriculture Defense Board.

The biggest thing to remember is that nothing usable should be wasted, and that it's up to you to see that this material is collected and put to use.

160. FREYMAN: I wonder what the situation is in my neighborhood,
Mr. Montgomery. I think I'll look into it.
161. MONTGOMERY: Good. Let me know what you find out, Mrs. Freyman.
And I hope you'll be with us next week, when Nancy
here reports on ---
162. NANCY: Low-cost cuts of lamb.
163. MONTGOMERY: And Gunnar ---
164. GUNNAR: Rules for rayons.
165. FREYMAN: Rayons! I'd like to know some rules for those. I've
had the most dreadful luck with rayons. Why, one time---
166. NANCY: Beg your pardon for interrupting, but we'll have to
save that story for next week's program. That is -
if you want to hear right now how to get the free
Consumer Tips card on saving heat in cooking.
167. FREYMAN: I certainly do. That tips card ought to be worth its
weight in platinum.
168. NANCY: I guess it would be - if you'd really keep it on hand
and follow the rules it gives.
169. FREYMAN: I'll keep it on hand all right - right in the file with
my recipes.

170. NANCY: That's why we have the Tips printed on those handy three-by-five inch cards - so they will fit in your household file. That way they can't get lost, and you always have them to refer to.
171. FRETIAN: And we can all get a copy of the Tips on saving cooking heat - just by writing in for them?
172. NANCY: Just by writing in. If you'll get your pencil ready to jot down the address, our announcer will tell you where to write. Won't you, ?
173. ANNOUNCER: Indeed I will. Just address a penny postal to your Consumers' Counsel - Department of Agriculture - Washington, D. C. On the other side of the card, tell us your own name and address - and the call letters of the station to which you are listening, and say you want a copy of the Tips on cooking.
174. NANCY: Here's our address again. Consumers' Counsel - Department of Agriculture - Washington, D. C.
175. ANNOUNCER: Next week CONSUMER TIME will bring you more valuable facts from your Consumers' Counsel in the Department of Agriculture - in cooperation with Defense and non-Defense agencies of the United States Government working for consumers.

Heard on today's program were Evelyn Freyman, Nancy Ordway, Gunnar Jadgrann, Nell Fleming, and your Consumers' Counsel - Donald Montgomery.

CONSUMER TIME has been presented as a public service by NBC and the independent radio stations associated with the Red Network of the National Broadcasting Company.

